

MARKETING

A major in marketing acquaints students with the managerial decisions and actions that surround the satisfaction of customer needs in the purchase and use of goods and services. Examples of marketing decision areas are product development, pricing, marketing communication, customer relationships, social media, marketing analytics, and personal selling. Completion of the major prepares students for careers such as product manager, marketing analyst, digital marketing specialist, marketing consultant, advertising or promotions manager, marketing researcher, sales representative or manager, social media coordinator, retail management, and special events manager; in the public and private sectors.

Undergraduate Major in Marketing

For undergraduate curriculum in business, major in marketing.

The Department of Marketing offers a major in marketing. Students will complete the general education requirements (including business foundation courses), supporting courses/major prerequisites, business core requirements for the bachelor of science (BS) degree, and 18 additional credits in the major.

The instructional objective of the Marketing major is to provide knowledge of the marketing process and an understanding of its functions. Students are expected to develop decision-making skills, computational skills, and communication skills with appreciation for global marketplace and ethical concerns.

For more information on the undergraduate major in Marketing, please visit: <https://ivybusiness.iastate.edu/degree/marketing/>

Student Learning Outcomes

Upon graduation, undergraduate students majoring in Marketing will:

1. Be effective communicators
2. Be effective collaborators
3. Be problem solvers
4. Understand business concepts
5. Recognize ethical and legal responsibilities to organizations

Curriculum:

Required and elective marketing major courses can be combined into two distinct tracks: marketing analytics, and marketing management.

NOTE: If you are interested in sales, the Marketing department offers an undergraduate certificate in Professional Sales. The Professional Sales Certificate has different required Marketing courses, and a host of different electives that are available from departments around campus.

For more information on the undergraduate certificate in Professional

Sales, please visit: <https://catalog.iastate.edu/collegeofbusiness/marketing/#undergraduatecertificatetext>

In addition to the basic business degree requirements (<https://catalog.iastate.edu/collegeofbusiness/#curriculuminbusinessstext>), marketing majors must also complete the following:

Required Courses (9 credits):

MKT 444	Fundamentals of Marketing Analytics	3
MKT 342	Foundation Of Personal Selling #	3
MKT 443	Strategic Marketing Management	3

Elective Courses (9 credits):

Select 9 credits of Marketing department courses, OR select one of the two Marketing elective TRACKS described below.

Optional Digital Marketing and Marketing Analytics Track (9 credits)

Select 9 credits:

MKT 361	Social Media Marketing Strategy	3
MKT 362	Digital Marketing	3
MKT 363X	Creative Tools for Digital Marketing	3
MKT 368	Marketing Analytics	3
MKT 445	Customer Relationship Management	3
MKT 452	Sales Enablement Tools and Technology	3
MKT 456X	Digital Marketing Analytics	3
MKT 457X	Digital Marketing Applications in Customer Journey	3

Optional Marketing Management Track (9 credits)

Select 9 credits:

MKT 351	Services Marketing	3
MKT 361	Social Media Marketing Strategy	3
MKT 362	Digital Marketing	3
MKT 367	Consultative Problem Solving	3
MKT 410	Promotional Strategy	3
MKT 442	Sales Management #	3
MKT 447	Consumer Behavior	3
MKT 448	Global Marketing	3
MKT 450	Advanced Professional Selling #	3
MKT 451	Omnichannel Marketing	3
MKT 453	Brand Management	3
MKT 454	Entrepreneurial Marketing	3
MKT 455X	Managing for Creativity and Innovation	3
MKT 458X	New Product Marketing	3
MKT 484	Technology, Globalization and Culture	3

MKT 492	Comparative Marketing	3
MKT 495	Live Cases in Marketing *	3

* Only 3 credits of MKT 495 may count as a Marketing major choice elective.

Required courses for the undergraduate certificate in Professional Sales. See the Undergraduate Certificate tab above for more information.

The X designation after a course number indicates this is an experimental course offered by the Department. Although in an experimental phase, these courses are open for registration just the same as permanent courses listed in the course catalog and count as elective choices in the major.

Students are limited to three business majors/degrees/minors within the Ivy College of Business. This limit is on business majors/degrees/minors only, and does not apply to multiple majors/degrees/minors taken outside the Ivy College of Business.

Marketing, B.S.

Sample 4-Year Plan (Your plan may differ)

Freshman

Fall	Credits	Spring	Credits
BUSAD 102 or 103	1	ECON 102	3
ECON 101	3	STAT 226	3
COM S 113	3	HUM/SOC SCI	3
ENGL 150	3	ACCT 284	3
MATH 150	3	SP CM 312	3
LIB 160	1	BUSAD 203	1
	14		16

Sophomore

Fall	Credits	Spring	Credits
ACCT 285	3	MKT 342	3
MKT 340	3	Core Business Course	3
MATH 151	3	ACCT 215	3
ENGL 250	3	Global/International Perspective [@]	3
Natural Science	3	HUM/SOC SCI	3
	15		15

Junior

Fall	Credits	Spring	Credits
PHIL 230	3	MKT Elective	3
MKT 444	3	Core Business Courses	6

Core Business Course	3	Global/International Perspective [@]	3
US Diversity [#]	3	General Elective	3
MKT Elective	3		
	15		15

Senior

Fall	Credits	Spring	Credits
MKT Elective	3	MKT 443	3
ENGL 302	3	MGMT 478 [*]	3
Core Business Courses	6	HUM/SOC SCI	3
General Elective	5	General Electives	6
	17		15

Total Credits: 122

[@] Courses in these requirements may also be used as Global Perspective.

[#] US Diversity courses may be used to satisfy HUM/SOC SCI.

^{*} Must have credit or enrollment in all core courses listed above, except for MGMT 372, plus senior standing, in order to enroll in MGMT 478.

Graduation Requirements:

- Grade of "C" or higher in at least 30 credits of Core and Major courses.
- 42 credits of 300+ level courses from a four-year institution.
- 50% of required Business courses must be earned at ISU.
- At least 32 credits and the LAST 32 credits must be earned at ISU (exceptions for study abroad and internship may be requested).
- 122 Credits minimum and a Cumulative GPA of at least 2.00 with no quality point deficiencies.
- A grade of C or better in ENGL 250 required, and also in one other required ENGL course.
- All 300-level and higher business credits must be earned at a four-year college.
- Multiple business **majors** must have at least 15 distinct credits in each of the major requirements; when applicable, one course can be shared between business majors; see your advisor regarding multiple business **degree requirements**.

Undergraduate Minor in Business and Technology Consulting

The Department of Marketing offers a minor in Business and Technology Consulting, which is available to all undergraduate students at Iowa State University.

Management consulting is a profession that constantly attracts top talents across the world. By working with different clients to solve complex problems every day, consultants have many exclusive opportunities to interact with senior executives, build a broad range of business expertise in different industries, and drive influential decision-making. As a result, many consultants experience faster career progression and end up becoming influential leaders or successful entrepreneurs. To prepare students for this exciting and challenging career, our business and technology consulting minor will guide you through a set of core courses, the majority of which contain significant experiential learning components. This training ensures that students leave the minor ready to become adaptable consultants equipped with robust problem-solving, communication, and leadership skills.

The minor requires 15 credits from an approved list of courses, including at least 6 credits in courses numbered 300 or above taken at Iowa State University with a grade of C or higher. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement. Students with declared majors have priority over students with declared minors in courses with space constraints.

Required Courses (6 credits):

MKT 367	Consultative Problem Solving	3
MIS 310	Information Systems Analysis [^]	3
or MKT 342	Foundation Of Personal Selling	

Required Experiential Learning Course (3 credits):

Choose one of the following courses...

MIS 495	Executive Presentation and Analysis	3
SCM 495	Executive Analysis and Presentations	3
MKT 495	Live Cases in Marketing	3

Elective Courses (6 credits):

Select TWO elective courses from the list below. Students are encouraged to take electives that best align with their chosen course of study or projected career path.

SCM 340	Project Management	3
SCM 424	Process Management, Analysis, and Improvement	3
SCM 440	Supply Chain Information Systems	3
SCM 450	Enterprise Resource Planning Systems in Supply Chain	3
MIS 320	Database Management Systems	3
MIS 435	Cybersecurity in Business	3
MIS 436	Introduction to Business Analytics [*]	3
MKT 368	Marketing Analytics	3
MKT 445	Customer Relationship Management	3
MGMT 320	Corporate Entrepreneurship	3

MGMT 473	Evidence-Based Decision Making in Human Resource Management	3
FIN 415	Business Financing Decisions	3
FIN 435	Venture Capital, Private Equity, and Mergers and Acquisitions	3
ACCT 315	Business Data Streams and Issues	3
ACCT 461	Entrepreneurship and Accounting Information	3
ACCT 384	Accounting Information Systems and Analytics	3
I E 305	Engineering Economic Analysis	3
I E 420	Engineering Problem Solving with R	3
I E 441	Industrial Engineering Design	3
I E 452	Introduction To Systems Engineering And Analysis	3
I E 470	Systems Engineering and Project Management	3
I E 481	e-Commerce Systems Engineering	3
I E 483	Data Mining	3
M E 412	Ethical Responsibilities of a Practicing Engineer	3
M E 415	Mechanical Systems Design	3
M E 416	Mechanism Design and Analysis	3
M E 475	Modeling and Simulation	3
M E 484	Technology, Globalization and Culture	3
STAT 332	Visual Communication of Quantitative Information	3
STAT 471	Introduction to Experimental Design	3
STAT 473	Introduction to Survey Sampling	3
STAT 475	Introduction to Multivariate Data Analysis	3
STAT 482	Regression for Social and Behavioral Research	3
ECON 401	Topics in Microeconomics	3
ECON 416	Industrial Organization	3
ECON 418	Introduction to Game Theory	3
ECON 431	Managerial Economics	3
COM S 295	Programming-based problem solving practices	1
COM S 319	Construction of User Interfaces	3
COM S 363	Introduction to Database Management Systems	3
COM S 472	Principles of Artificial Intelligence	3
COM S 474	Introduction to Machine Learning	3
CPR E 329	Software Project Management	3
CPR E 331	Application of Cryptographic Concepts to Cyber Security	3
CPR E 414	Introduction to Software Systems for Big Data Analytics	4
CPR E 431	Basics of Information System Security	3

[^] MIS majors should take MIS 435 instead of MIS 310 as the required course for the minor.

* STAT 326 is a prerequisite for this course.

Students are limited to three business majors/degrees/minors within the Ivy College of Business. This limit is on business majors/degrees/minors only, and does not apply to multiple majors/degrees/minors taken outside the Ivy College of Business.

Non-business students may not take more than 9 credits of 300- or 400-level business courses.

NOTE: Students must follow college-specific rules in selecting courses.

The college representatives will be responsible for advising students in their college, and will inform students about the details of the college rules.

For more information on the undergraduate minor in Business and Technology Consulting, please visit: <https://ivybusiness.iastate.edu/degree/zminors-and-certificates/>

Undergraduate Minor in Marketing

The Department of Marketing also offers a minor for non-Marketing majors in the Ivy College of Business. The minor requires 15 credits from an approved list of courses, including at least 6 credits in courses numbered 300 or above taken at Iowa State University with a grade of C or higher. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement. Students with declared majors have priority over students with declared minors in courses with space constraints.

Required Courses (6 credits):

MKT 340	Principles of Marketing	3
MKT 342	Foundation Of Personal Selling	3

Elective Courses (9 credits):

Select nine credit hours from 300- or 400-level Marketing courses. *

* Only 3 credits of MKT 495 may count as a Marketing minor choice elective.

Students are limited to three business majors/degrees/minors within the Ivy College of Business. This limit is on business majors/degrees/minors only, and does not apply to multiple majors/degrees/minors taken outside the Ivy College of Business.

For more information on the undergraduate minor in Marketing, please visit: <https://ivybusiness.iastate.edu/degree/zminors-and-certificates/>

Undergraduate Certificate in Professional Sales

Purpose

The certificate in professional sales is a course of study administered by the Department of Marketing in the Ivy College of Business. It is designed

for all undergraduate majors who wish to enhance their degree and employment possibilities by adding expertise in professional selling. The certificate program will equip students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. The certificate program is built on a strong theoretical background but emphasizes applications and practice. The certificate provides students with an opportunity to learn about the ethical, technological, analytical, and global aspects of professional sales.

Learning Outcomes

After completing the certificate in professional sales, students will be able to:

- Identify and describe the steps in a relational selling process to create value and achieve customer satisfaction,
- Apply the sales technology, skills and knowledge to business problems,
- Enhance oral communication skills and basic business writing skills,
- Build a network and develop professional relationships through corporate participation in the sales program, and
- Enhance career management options by gaining a better understanding of sales as a career option.

Requirements

The certificate in professional sales requires the completion of at least 7 courses, totaling 21 credit hours. At least 12 credits should be taken at Iowa State University.

Required Courses (12 credits):

MKT 340	Principles of Marketing	3
MKT 342	Foundation Of Personal Selling	3
MKT 442	Sales Management	3
MKT 450	Advanced Professional Selling	3
or MKT 452	Sales Enablement Tools and Technology	

Elective Courses (9 credits):

Select 9 credits of electives from the following list:

A M D 275	Retail Merchandising	3
A M D 377	Visual Presentation and Promotions	3
ACCT 461	Entrepreneurship and Accounting Information *	3
ADVRT 336	Advertising Account Management	3
AESHM 222	Creativity on Demand	3
AESHM 238	Human Resource Management	3
AESHM 270F	Supervised Work Experience II: Event Management	1-2
AESHM 272	Fashion Show Production and Promotion	2-3
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
AESHM 365	Event, Hospitality, and Retail Risk Management	3

AESHM 421	Developing Global Leadership: Maximizing Human Potential	3	EVENT 373	Wedding Planning and Management	3
AESHM 472	Fashion Show Management	2-3	EVENT 378	Sustainable Event Management	3
AESHM 474	Entrepreneurship in Human Sciences	3	EVENT 379	Nonprofit Fundraising Event Planning	3
AGEDS 311	Presentation and Sales Strategies for Agricultural Audiences	3	EVENT 383	Sports Event Management	3
ARTID 250	Fundamentals of Interior Design	2	EVENT 471	Special Events Coordination	3
ARTID 251	Human Factors in Interior Design	3	FIN 334X	Introduction to Financial Technologies and Cryptocurrencies *	3
ARTID 261	Graphic Communication for Interior Design I	3	FIN 371	Real Estate Principles *	3
ARTID 263	Graphic Communication for Interior Design II	3	FIN 472	Real Estate Finance *	3
C E 206	Engineering Economic Analysis and Professional Issues in Civil Engineering	3	HCM 301	Introduction to the US Healthcare Industry *	3
COMST 211	Interpersonal Communication	3	HCM 302	Economics for Healthcare Managers *	3
COMST 214	Professional Communication	3	HORT 131	Floral Design	2
COMST 218	Conflict Management	3	HORT 132	Wedding and Event Floral Design	2
COMST 310	Intercultural Communication	3	HSP M 101	Introduction to the Hospitality Industry	3
COMST 311	Relational Communication	3	HSP M 260	Global Tourism Management	3
COMST 313	Leadership Communication Theories	3	HSP M 280	Non-Alcoholic Beverages and Café Operations	3
COMST 314	Organizational Communication	3	HSP M 289	Contemporary Club Management	3
COMST 317	Small Group Communication	3	HSP M 320	Attractions and Amusement Park Administration	3
COMST 319	Communication Training and Development	3	HSP M 383	Wine and Spirits in Hospitality Management	2
COMST 325	Nonverbal Communication	3	HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	2
COMST 330	Computer Mediated Communication	3	HSP M 385	Beer and Brewed Beverages in Hospitality Management	1
COMST 450	Special Topics in Communication Studies	3	HSP M 437	Hospitality Technology Applications	3
ECON 235	Introduction to Agricultural Markets	3	HSP M 487	Fine Dining Management	3
ECON 236	Agricultural Selling	3	HSP M 540	Strategic Marketing	3
ECON 334	Entrepreneurship in Agriculture	3	I E 305	Engineering Economic Analysis	3
ECON 337	Agricultural Marketing	3	I E 430	Entrepreneurial Product Engineering	3
ENGL 309	Proposal and Report Writing	3	I E 434X	Entrepreneurial Product Engineering Design Project	3
ENGL 314	Technical Communication	3	I E 450	Technical Sales for Engineers	3
ENGL 332	Visual Communication of Quantitative Information	3	INTST 295	International Experience Abroad	1-8
ENTSP 310	Entrepreneurship and Innovation *	3	INTST 350	Topics in International Studies	2-4
ENTSP 367	International Entrepreneurship *	3	KIN 399	Recreational Sport Management	3
ENTSP 410	Social Entrepreneurship *	3	MGMT 422	Negotiation and Conflict Resolution *	3
ENTSP 480	Applied Entrepreneurship: Executing New Ventures *	3	MGMT 470	Leadership and Change Management *	3
ENTSP 485	Trends in Entrepreneurship *	3	MGMT 471	Introduction to Human Resource Management *	3
EVENT 171	Introduction to Event Management	3	MKT 410	Promotional Strategy *	3
EVENT 277	Introduction to Digital Promotion in Event Management	3	MKT 445	Customer Relationship Management *	3
EVENT 328	Incentive Meeting Management	3	MKT 451	Omnichannel Marketing *	3
EVENT 333	Entertainment Venue Management	3	MKT 455X	Managing for Creativity and Innovation *	3
EVENT 367	Event Sales	3	MKT 456X	Digital Marketing Analytics *	3
			P R 220	Principles of Public Relations	3

P R 305	Publicity Methods	3
PSYCH 280	Social Psychology	3
PSYCH 314	Motivation	3
PSYCH 327	Persuasion and Social Influence	3
PSYCH 380	Social Cognition	3
PSYCH 450	Industrial Psychology	3
SCM 340	Project Management *	3
SCM 440	Supply Chain Information Systems *	3
SCM 473	War and Peace and Supply Chains *	3
SCM 486	Principles of Purchasing and Supply Management *	3
SP CM 110	Listening	3
SP CM 312	Business and Professional Speaking	3
SP CM 323	Gender and Communication	3
WLC 119	Introduction to World Languages	3

* Business courses listed as electives are available only to business majors. Non-business majors are limited to the 12 credits of required business courses for the certificate.

In addition to the courses listed, independent study/special topics or other courses may count as electives for the certificate. Please contact the director of the Professional Sales Program or the chair of the Marketing Department for prior approval of an elective.

The X designation after a course number indicates this is an experimental course offered by the Department. Although in an experimental phase, these courses are open for registration just the same as permanent courses listed in the course catalog and count as elective choices in the major.

Students need to fulfill the course prerequisites set by the Ivy College of Business.

A minimum of 9 credits used for the certificate may not be used to meet any other department (e.g. MKT 340 & MKT 342 cannot count for marketing majors), college, or university requirement for the baccalaureate degree except to satisfy the total credit requirement for graduation and to meet credit requirements in courses numbered 300 or above.

A certificate is not awarded until baccalaureate requirements are fulfilled.

Courses taken for the certificate may not be taken on a pass/not-pass basis.

A cumulative grade point average of at least 2.0 is required in courses taken for the certificate.

For more information on the undergraduate certificate in Professional Sales, please visit: <https://ivybusiness.iastate.edu/degree/zminors-and-certificates/>

Graduate Programs

The Department of Marketing participates in the full-time and part-time Master of Business Administration (MBA) and the PhD in Business and Technology programs.

Master of Business Administration (MBA)

The MBA is a 48-credit, non-thesis, non-creative component curriculum. Thirty of the 48 credits are core courses and the remaining 18 are graduate electives. Within the MBA program, students may develop an area of specialization in marketing.

Student Learning Outcomes

Upon graduation, MBA students will:

1. Demonstrate effective communication skills
2. Effectively lead and work in diverse teams
3. Critically solve business problems
4. Integrate ethical and global perspectives in decision making

For more information about the MBA program with a specialization in Marketing, please visit: <https://ivybusiness.iastate.edu/mba-full-time-details/>

Ph.D. in Business and Technology

The PhD in Business and Technology with a Marketing (MKT) specialization is a 56 credit (minimum) curriculum designed around four interrelated areas (core, specialization, minor, and research methods) and dissertation. The focus of the specialization is on marketing issues relating to strategic decision making, understanding consumer preferences and behaviors, and using data analytics for increasing the performance of the firm.

Student Learning Outcomes

Upon graduation, PhD students will be able to:

1. Understand and advance knowledge
2. Create knowledge through original research
3. Teach effectively in an institution of higher education

For more information about the PhD program with a specialization in Marketing, please visit: <https://ivybusiness.iastate.edu/phd/phd-marketing/>